

South Bay Cities Council of Governments

October 10, 2022

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, Executive Director
Aaron Baum, Senior Project Manager
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SUBJECT: South Bay Local Travel Network Wayfinding Signage Branding Update

BACKGROUND

South Bay Cities Council of Governments (SBCCOG) staff has been working to implement the South Bay Local Travel Network (LTN) since July 2021. One of the major tasks in the process is the development of a brand for the LTN that will be used on wayfinding signage on network-designated routes. In Spring 2022, the SBCCOG released a request for proposals for a technical consultant to assist in the implementation process, including the branding exercise. In May 2022, the SBCCOG Board of Directors approved a contract with Fehr and Peers to serve as the project's technical consultant.

Fehr and Peers proposed a design charrette process to develop the network brand. A charrette is a planning meeting of all stakeholders in a project to work through a specific issue or topic. Although the SBCCOG is focusing LTN implementation on two corridors at this time, staff invited representatives from all SBCCOG member agencies as the branding will be used throughout the subregion.

Two charrettes were held. The first in August had 23 participants and the second, in September had 21 participants. A total of 16 different cities and agencies were represented as part of this process. At the August meeting, Fehr and Peers reviewed wayfinding system examples; existing South Bay wayfinding and common colors/themes; and a wayfinding design elements brainstorm that produced key ideas and concepts that could be used by the Fehr and Peers team to develop an initial series of design ideas. Following the meeting, Fehr and Peers developed three proposed brands/logos.

The second charrette built upon information and feedback gathered from the first meeting and involved the Fehr and Peers team live-editing design ideas based on feedback from the group.

NEXT STEPS

The revised design ideas resulting from the second charrette will be distributed to charrette participants for a rank-order preference survey. Separate rank-order surveys to the October Infrastructure Working Group, Transportation Committee, and Steering Committee will be solicited. The design ideas will be shared with the respective groups during their meetings with the survey links distributed following the meeting. SBCCOG Board members will be tasked with consulting their respective city council colleagues to inform their vote for a final design at the November 17th Board of Directors meeting; Staff report to the Board will include rank order preferences, by group.

RECOMMENDATION

Review the final design ideas, complete the rank-order preference survey, and consult with their city council colleagues to inform a final vote at the November 17th SBCCOG Board of Directors meeting.